



P R I S A

Public Relations &  
Communication Management

ESTABLISHED 1957

## COURSE OUTLINE

Course	<b>EFFECTIVE MEDIA RELEASE WRITING</b>
Date	<b>15 October, 2018</b>
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

### Workshop Outline

**Media releases are your ticket to publicity – what every public relations practitioner wants! So how do you ensure that your media release stands out and gets selected for publication from among the hundreds that Editors and reporters receive every day?**



***For a media release to be effective it must have the right mix of strong news angle and it should generate interest. You will need a hook to grab attention. Some of the essential ingredients for a successful media release are:***

- Highlighting a new development or adding new information to an existing story
- Relating the story to social issues or evoking empathy in the reader
- Pointing out the local angle or describing how the local community will be affected
- Demonstrating the human innovation or interaction or meeting of a challenge
- Discussing the emerging trends and informing the reader what is popular
- Looking at opposing views and positions
- Evoking an emotional response that encompasses all the drama
- Doing damage control surrounding a crisis or disaster
- Timing and proximity are everything

### **The content of this presentation addresses:**

Attending this workshop will help you to understand these criteria and craft media releases that are newsworthy. Gain the essential tools that you need to:

- Highlighting a new development or adding new information to an existing story
- Write effective media release copy,
- Gather appropriate content and quotations
- Find the right angle

- Use good structure
- Correctly lay out your media release
- Know what journalists are looking for in a media release
- Evaluate examples of effective press releases
- Distribute your media releases effectively

## About the facilitator

**Jan Snyman** APR is a lecturer, public relations professional and owner of his own consultancy, Jan Snyman & Associates. He has over 40 years experience in training and education and thirty years in public relations, stakeholder relations and strategic corporate communication.

With a BA(Hons) from the University of Stellenbosch and a diploma in higher education, Jan also holds the internationally recognised Accredited in Public Relations (APR) designation.

He has worked at the South African Ministry of Information, Sasol and Absa Commercial Bank (for over 20 years). Jan has also lectured on various aspects of public relations at a variety of institutions. These include: University of Pretoria, Boston City Campus and Varsity College - where he still lectures.

He has been involved with PRISA as a part time facilitator for many years and when not contributing his knowledge, skills and experience to his students and clients, Jan can be found on the course enjoying a relaxing round of golf.



<b>Duration:</b>	<b>1 Day</b>
<b>CPD Points:</b>	<b>7.5</b>
<b>*Early bird PRISA Member:</b>	<b>R2420.00</b>
<b>Late PRISA member:</b>	<b>R2670.00</b>
<b>*Early bird non-member:</b>	<b>R2950.00</b>
<b>Late non-member:</b>	<b>R3210.00</b>
<b>PRISA registered student:</b>	<b>R1400.00</b>
<i>Accommodation NOT included in any of the fees Fees subject to change</i>	



**P R I S A**  
Public Relations &  
Communication Management  
**ESTABLISHED 1957**

The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.

Services Seta SDL no 950721458

**\*Early bird: Book and pay before 15 September 2018**

*Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.*

Book online now to secure your seat as space is limited  
Contact: Annah Jordan at [annah@prisa.co.za](mailto:annah@prisa.co.za) or 011 326 1262